

# CS5245 Project – iShirt

## 1. Project Title

“iShirt”

## 2. Scenario

Our new idea is to make a parody of an Apple advertisement.

We are assuming that Apple has already released a product named “iShirt” which is a T-shirt that is also an mp3 player. Our advertisement would be the announcement of the recent release of the new iShirt - Video, a T-shirt with which you can listen to mp3s and also share photos and videos with your friends via a non-flat screen placed on the belly.

Scene 1:

We will show some people listening to some music wearing their original iShirt, dancing around etc.

Scene 2:

Since we want to follow the idea of the Apple advertisement, we will describe each of the new features of the new iShirt:

1. You can share your photos with your friends.
2. You can also show your favorite videos to them.

The funny thing about this iShirt - Video is basically that it’s useless for the guy who’s wearing it, because he can’t see the area where the video is played.

## 3. Storyboard



New iShirt is released.



You can listen to mp3.



You can change the picture at any time.



You can even play a movie.

#### 4. Effects & techniques

Major Effect: Video Mapping on a non-flat surface

Techniques: 2D-morphing, alpha-blending, anti-aliasing, etc.

#### 5. What is the input?

There are 2 video clips:

1. A model wearing an iShirt.
2. A movie trailer which will be shown on the LCD screen on the iShirt.

#### 6. What is the output?

An advertisement of iShirt

#### 7. How many layers?

Basically two layers: the live shot and the movie trailer.

#### 8. Group members

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